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**DECLARATION (37 CFR 1.63) FOR
UTILITY OR DESIGN APPLICATION
USING AN APPLICATION DATA SHEET
(37 CFR 1.76)**

Application Number	Unassigned
Filing Date	Unassigned
First Named Inventor	Ignacio Sanz-Pastor
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	22503-05565

As the below named inventor(s), I/we declare that:

This declaration is directed to:

- The attached application, or
 Application No. _____, filed on _____,
 as amended on _____ (if applicable);

I/we believe that I/we am/are the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought;

I/we have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment specifically referred to above;

I/we acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me/us to be material to patentability as defined in 37 CFR 1.56, including material information which became available between the filing date of the prior application and the National or PCT International filing date of the continuation-in-part application, if applicable; and

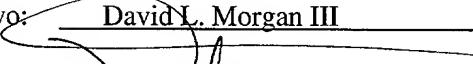
All statements made herein of my/our knowledge are true, all statements made herein on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and may jeopardize the validity of the application or any patent issuing thereon.

FULL NAME OF INVENTOR(S)

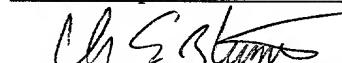
Inventor one: Ignacio Sanz-Pastor Citizen of: Spain

Signature:  Date: Nov 6/01

Inventor two: David L. Morgan III Citizen of: U.S.

Signature:  Date: Nov 6, 2001

Inventor three: Christopher E. Blumenthal Citizen of: U.S.

Signature:  Date: Nov. 6, 2001

Additional inventors are being named on _____ additional form(s) attached hereto.

Please type a plus sign (+) inside this box → +

PTO/SB/81 (10-00)

Approved for use through 10/31/2002. OMB 0651-0035
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Application Number	Unassigned
Filing Date	Unassigned
First Named Inventor	Ignacio Sanz-Pastor
Title	Interactive advertising with an automated viewing reward system
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	22503-05565

I hereby appoint:

Practitioners at Customer Number

00758



OR

Practitioner(s) named below:

Name	Registration Number
Michael W. Farn	41,015
Laura A. Majerus	33,417
Eileen A. Lehmann	39,272

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please change the correspondence address for the above-identified application to:

The above-mentioned Customer Number.

I am the:

Applicant/Inventor **OR** Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name	Ignacio Sanz-Pastor
Signature	
Date	Nov 6 / 01

I am the:

Applicant/Inventor **OR** Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name	David L. Morgan III
Signature	
Date	Nov 6, 2001

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

*Total of 2 forms are submitted.

Please type a plus sign (+) inside this box → +

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SIGNATURE of Applicant or Assignee of Record

Name	Christopher E. Blumenthal
Signature	
Date	Nov. 6, 2001

I am the:

Applicant/Inventor **OR** Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name	
Signature	
Date	

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

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